



**Epicure Frozen Foods &
Beverages Private Limited**



**29-30 September 2018
School for European Pastry
Andheri East, Mumbai**

29 Aug 2018

PASTRY EVENT

Junior Pastry Indian Cup 2018 An opportunity for International Exposure

In year 2019 at its 40th edition, 'SIGEP' 2019, acknowledged as the world's most important shows in the artisan gelato sector, a primary European showcase for artisan Italian confectionery and is also strengthening its position in the artisan bakery field, will be hosting "Junior Pastry World Cup" during 19-23 Jan 2019 at Rimini, Italy.

Bakery Review magazine published by Hammer Publishers Pvt. Ltd. will be organising "Junior Pastry Indian Cup 2018", 2nd Edition - to shortlist the National Team from India to compete at the event in SIGEP 2019. All Indian Pastry Student/chefs aged below 23 years are eligible to take part in the qualifying competition. The participants must be born **on or after 20 Jan 1996 – on or before 20 Jan 2001**.

Its a Team Event and each Team comprises of - two Competitors & One Mentor. The Mentor will also be a part of JURY- Member for Junior Pastry Indian Cup 2018.

Theme of the Competition - "FLYING"

The Indian selection of the competition will be held on 29-30 September 2018 at **School of European Pastry (SEP)**, 603, Wall Street, Chakala, Andheri-Kurla Road, Andheri East, Mumbai, Maharashtra – 400093.

Teams must explore new shapes, trace original lines and innovative decorative effects to give full rein to their imaginations, thinking outside of normal boundaries to create products of the required type, i.e. a sugar sculpture (Participating chef should have a good exposure in Sugar Art - which includes Boiling of Sugar, Casting, Pull Sugar, Blown Sugar, Ribbons, Figurines, Flowers, Pastillage) and a Chocolate Sculpture, Chocolate Pralines, the contemporary Chocolate Baked Cake, Mini Pastries, the Dessert on a Plate & the Dessert in a Glass.

Contestant Team will have to Create - Sugar Show Piece, Chocolate Show Piece, Individual Chocolate Bonbons, The Felchlin Chocolate Cake, Dessert on a Plate, Dessert in a Glass, Mini Pastries with CSM flour.

Competitors will be judged on Artistic expression and technical skill, Professional ethics and hygiene and taste. There are strict guidelines and parameters on which the chefs will be judged at every stage.

The Pastry Event will be Mentored & Supervised by **Jury Committee** which includes Chef Avijit Ghosh, Corporate Pastry Chef-Hotel Leela Ventures Ltd & Chef Vikas Bagul – Director & Teaching Faculty – School for European Pastry.

The Indian winning team (2 Contestant & Mentor) of Junior Pastry Indian Cup (JPIC) will be sent to Italy, with all expenses paid for Airfare & Stay. They will represent India in Junior Pastry World Cup 2019.

Epicure is the title sponsor of the event where as it is also supported by leading players of the pastry & bakery Industries like Delta Nutritative, Felchlin Chocolate, Mod Kitchen Equipment, Windsor Chocolate, The Baking Lab.

According to Mr. Sanjay Tandon, Managing Director, Epicure Frozen Food & Beverages Pvt. Ltd. offering Elle & Vire in India "Being a Pastry chef is a wonderful career choice for anyone who is artistic and logical, practical and creative. It's a career with rich opportunities. Junior Pastry Indian Cup is our effort to motivate young generation to opt pastry chef a serious career. The competition will provide the young Pastry Chefs to practically demonstrate their skills, and also allow them an opportunity to pick up new nuances of Pastry making which is so important to grow in the profession".

Says Mr Sanjay Anand, Director, Hammer Publishers Pvt Ltd, the event organiser "The objective the Junior Pastry Indian cup is to set up a training ground for large international events, while making it entertaining and showcasing the talents and future of younger generation pastry-chefs. By spotlighting them, we hope to engender a sense of belonging and valuable feelings of goodwill, quality, passion, creativity, collaboration and respect for colleagues. All are part of the ethics underpinning the sector, giving

it solid roots and a constructive vision for the future. It will be an opportunity to share experiences and a platform for growth for young people who represent the future of the international pastry-making sector. It is the Pastry event with a vital role to play in achieving a career at the highest of technical standards.”

According to Chef Vikas Bagul, Director, School for European Pastry, “The time has come for our pastry chefs to showcase their skill at the international level. With globalization of Indian economy now more focus is on India, thus it offers an opportunity to all verticals of industry to be part of this growth trend, and why not culinary & pastry art. We have world class chefs now in India recognized at international levels. JPIC is a wonderful effort towards the same and I congratulate team of Bakery Review for stupendous work they are doing for the pastry fraternity, since last 5 years.”

About SIGEP: SIGEP is the International Trade Show of Artisan Gelato, Pastry, Bakery and the Coffee World, now at its 40th edition. It is an exclusive showcase anticipating all of the latest trends and innovations for the operators of the five supply chains on show. SIGEP has 1250 exhibitors acquiring 129,000 sqm of exhibiting area, showcasing the very best of the global scene of raw materials, ingredients, technology and equipment, furnishings and services. SIGEP is a show that enhances and rewards global excellence, presents new formats, supports global networking and promotes the growth of companies and professional operators.

About Bakery Review: The first and only bi-monthly magazine exclusively focussed on Bakery Industry. It presents the trends and the changes undergoing the bakery industry in present day India. Much awaited information flow exclusively for the baker’s is the hallmark of Bakery Review. The magazine covers information from milling to the loaf on the shelf at the bakery with special emphasis on technology, recipes, equipments, new trends and the superstars that make it happen. It focuses on new products, developments and launches. Latest news, features, business stories and technical know how from the world of bakery. The qualified recipients are individuals who have titles of Executive Pastry Chef, Pastry Chef, Senior Sous Chef – Patisserie, Managers and Owners of bakeries.

for further info Log on to www.jrpastryindiancup.com

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